

T&E COMMITTEE #1
October 17, 2011

MEMORANDUM

October 14, 2011

TO: Transportation, Infrastructure, Energy and Environment Committee
FROM: Glenn Orlin, ^{GO}Deputy Council Staff Director
SUBJECT: Update – bikeways and bikesharing programs

This worksession consists of updates on the progress on implementing the Countywide Bikeways Functional Master Plan and on establishing a bikesharing program in the county.

1. Bikeways. The Master Plan of Bikeways was initially adopted in 1978 and comprehensively updated as the Countywide Bikeways Functional Master Plan in 2005. The Plan includes nearly 200 bikeways totaling more than 500 miles: 181 miles of existing and proposed shared use paths (formerly called bike paths or Class I bikeways), 81 miles of existing and proposed bike lanes (formerly called Class II bikeways), and 157 miles of signed shared roadways (formerly called bike routes or Class III bikeways). The balance of the mileage are “dual” bikeways, a combination of shared use paths and bike lanes or shared use paths and signed shared roadways.

DOT is preparing a map that will show those bikeways that are: (1) built; (2) not built but programmed; and (3) neither built nor programmed. The map was not ready in time for this packet, but it is expected to be presented at the worksession.

This portion of the briefing is organized as follows:

Types of Bicycle Users and Facilities,	
Bikeways Master Plan and “Heat Map”	David Anspacher, Planning staff
Park Trails Plan/Facilities	Chuck Kines, Parks staff
Implementation and Ongoing Projects	Bruce Johnston and Gail Tait-Nouri, DOT staff
Questions and Answers	Councilmembers and staffs

2. Bikesharing programs. Capital Bikeshare, a public/private partnership between the District of Columbia Department of Transportation, Arlington County, and Alta Planning & Design, that has been in operation for a year, currently rents 1,100 bikes at 110 stations in the District and Arlington. Riders pay a membership fee and a further usage fee for any ride longer than 30 minutes:

Membership and Usage Fees

Membership Fee

24-hour	\$5
5-day	\$15
30-day	\$25
Annual	\$75

Usage Fees

0-30 minutes	FREE
31-60 minutes	+\$1.50
61-90 minutes	+\$3.00
Each additional 30 minutes	+\$6.00

During this past week, the City of Alexandria agreed to join Capital Bikeshare, adding 54 more bikes and 9 bike stations in the Old Town and Carlyle neighborhoods by next spring, with the potential of further expansion elsewhere in the City (©1).

Montgomery County Government has been pursuing a bikesharing program for the past three years (2-4). In 2008, MCDOT worked with a vendor that indicated an initial willingness to expand from the District into the county but later had a change of heart. In 2009, the National Capital Region Transportation Planning Board (TPB) applied for a Transportation Investment Generating Economic Recovery (TIGER) grant that included as one of its elements a bikesharing program of 1,600 bicycles at 160 bike stations in the District, Arlington, Alexandria, Bethesda, and Silver Spring (see map on ©5). The \$10 million application—for 76% of the \$13.2 million cost—was not selected, however.

In August 2010 TPB submitted a revised application for a TIGER II grant, which included 250 bicycles and 50 bike stations in Montgomery County along the two branches of the Red Line, mostly inside the Beltway (see map on ©6). It too was not approved; while the application was well received by U.S. DOT staff, the competition for limited funding was stiff and it lost out to other applications due to the desire to spread the grant funds around geographically (©7).

In April 2011 the County applied for a Job Access Reverse Commute (JARC) grant for 200 bicycles and 20 bike stations at the Rockville and Shady Grove Metro Stations, Rockville Town Center, other employment centers along the MD 355 corridor between Rockville and Shady Grove, and the campuses of Montgomery College-Rockville, the University of Maryland at Shady Grove, and Johns Hopkins University's Montgomery campus (©8-11). The application was for \$1,283,000 in Federal funds, to be matched by \$1,011,000 in local funds. FTA has tentatively approved this application; final approval from FTA should follow soon. The program is planned for implementation in 2012. Of the local match, the City of Rockville is providing \$300,000, and the County will have to identify the remaining \$700,000.

In August DOT staff met with Maryland DOT, which is creating a grant program of its own for bikesharing. It would be funded by Federal Congestion Mitigation/Air Quality (CMAQ) funds, and would require a 20% local match (©12-13).

Bikesharing has been promoted by the Council as well, in particular by the offices of Councilmembers Ervin and Berliner. Recent correspondence between Councilmember Berliner, the Executive and DOT Director is on ©14-19. The Western Montgomery County Citizens Advisory Committee also has expressed its support (©20-21).

County DOT is leading a current effort that would create a program in nearly the same area anticipated in the TIGER II application: Friendship Heights, the Bethesda CBD, Medical Center, Takoma Park, the Silver Spring CBD, Montgomery Hills, and Forest Glen. It is presently working with community stakeholders (the Bethesda-Chevy Chase Chamber of Commerce, the Bethesda Urban Partnership, the Silver Spring Chamber, and the City of Takoma Park) to identify specific bike station locations in these areas. Preliminary siting criteria for bikesharing stations are on ©22, and certain bikesharing program basics, including costs, are displayed on ©23.

* * *

The briefing will start with an overview of the regional program by Eric Gilliland, General Manager of Capital Bikeshare and Charles Denney, Senior Associate of Alta Planning & Design/Capital Bikeshare. They will be followed by Arthur Holmes, Jr., Director of County DOT, and Sandra Brecher, Chief of DOT's Commuter Services Section in the Division of Transit Services, who will explain the County's current efforts in developing bikesharing programs in the county.

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VIRGINIA

Alexandria to join Capital Bikeshare

Program will start with six stations, 54 cycles in Old Town and Carlyle

BY PATRICIA SULLIVAN

In Alexandria, where bicycle commuting is already well-established, the City Council agreed unanimously Tuesday night to join Capital Bikeshare, adding a third city to the regional network.

The city, with its brick-and-cobblestone streets, will install six stations, with 54 bikes, in the Old Town and Carlyle neighborhoods. If successful, the program would expand to Del Ray, Arlandria, Potomac Yard and the West End, later connecting to the Arlington network. The earliest that the bright-red bikes will be stationed in Old Town will be spring 2012, city officials said.

Council members were inundated with calls and e-mails lobbying them to approve the measure, "probably the most e-mails I've ever gotten in an hour," Mayor William D. Euille (D) said.

Tourists are expected to be prime customers, but local residents out for a quick errand or commute also are targets.

"We have a higher share of bike ridership for commuting to work than Arlington has," council member Rob Krupicka (D) said last month when the idea was raised to the council. "The Eisenhower Valley to the east, and West End is where this pent-up demand for non-car transportation is."

When the network was launched in Washington and Arlington 11 months ago, with 1,100 bikes at 110 stations, officials expected 6,000 people to buy the \$75 annual membership within

the first year. Instead, that benchmark was reached in six months, then doubled when the network offered a half-price promotion. Capital Bikeshare now claims 70,000 daily and weekly memberships (costing \$5 or \$15, respectively) and 15,000 annual memberships, generating 1 million rides.

Alexandria expects similar success. Between 40,000 and 50,000 bike trips are expected in the first year, which officials think will eliminate hundreds or thousands of single-occupancy car trips.

The cost of setting up and operating the network the first year would be covered by \$400,000 in federal transportation funds, and revenues from the rental bikes are expected to help defray most of the cost of the program the second year, as has been the case in the District and Arlington. In addition, some Alexandria employers are asking about covering the capital and operating costs of a station in exchange for promotion.

For users, the first 30 minutes of every ride is free, and daily memberships can be purchased at any station, while longer memberships can be bought online or by phone. A rider could pick up a bike in Old Town and travel to downtown Washington, leaving it at any Capital Bikeshare station.

City staff said if the council approves the proposals, they would coordinate with citizens' groups and other stakeholders to determine where the bike stations would be placed, most likely on city or Washington Metropolitan Transportation Authority property. More than 30 individuals and groups have contacted the council to ask the city to join the network.

sullivanp@washpost.com



DEPARTMENT OF TRANSPORTATION

Isiah Leggett
County Executive

Arthur Holmes, Jr.
Director

**Montgomery County Department of Transportation
Bikesharing Program Briefing
County Council Transportation & Environment Committee**

October 17, 2011

History of Montgomery County Pursuit of Bikesharing

- Presentation by SmartBike System to Director of MCDOT re expansion from D.C. to Montgomery County (Fall 2008)
 - Vendor indicated initial willingness to consider, then later indicated they were not interested to expand
- Coordinated with Arlington County and D.C. as they proceeded with efforts to expand bikesharing and obtain a bikesharing vendor. Ensured Montgomery County opportunity to be added to procurement for later stages. (Summer 2009)
- TIGER I – Component of regional application by TPB (September 2009)
 - Result: Region received \$56 million for Takoma-Langley Transit Center & implementation of Traffic Signal Prioritization & Queue-jumpers for Washington Metropolitan Area Transit Authority (WMATA) regional bus priority system.
 - Regional bikeshare component was not funded.
- TIGER II – Major portion of TPB application was for a regional bikesharing system (August 2010)
 - Montgomery County proposal: Both legs of Red Line from D.C. Line to Beltway, & slightly beyond, with 50 stations & 250 bikes; Bike Station in downtown Silver Spring associated with new Silver Spring Transit Center
 - This would have provided a system comparable to the one in place at the time in D.C. & Arlington
 - We did not receive funding
 - Follow-up meeting held with Congresswoman Donna Edwards and County Council member Valerie Ervin. As a result County requested TPB obtain a debriefing with FTA on why the region's application, including the MCDOT bikesharing elements, was unsuccessful
 - TPB Staff obtained a debriefing from FTA (December 2010). They reported FTA said we had an excellent proposal that made the final cut, but it was not funded due to geographic distribution issues.

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Office of the Director

- JARC – MCDOT submitted application to TPB under the JARC (Job Access Reverse Commute) program of FTA in April 2011. Received notice of award in June 2011.
- TIGER III – County applying for funding for Forest Glen Metro Access Project. This will be a tunnel under Georgia Avenue, or a bridge, connecting the Forest Glen Metro station on the West side of Georgia with the east side of Georgia, to facilitate connections with Holy Cross Hospital.
 - Bikesharing components proposed to include 10 bikesharing docking stations with 100 bikes, to be located along Georgia Avenue corridor
 - Project will provide multi-modal access improvements for an underutilized Metro station
 - Decision anticipated Winter 2012

JARC Bikesharing Program in Montgomery County

- Grantee: Montgomery County DOT
- Location:
 - Greater Shady Grove Transportation Management District (TMD) – Unincorporated portions of County within the TMD, including Life Sciences Center and areas proximate to Shady Grove Metrorail Station
 - City of Rockville – Town Center and areas proximate to Rockville Metrorail/MARC Rail Station within corporate limits
- Objective:
 - Linking low income and reverse commute employees with jobs, addressing the first-mile/last-mile linkage to transit.
 - Providing environmentally-friendly and highly time- and cost-efficient connections between transit and jobs.
- Funding: Approximately \$1.3 million from FTA & \$1 million from local sources
 - City of Rockville providing \$300,000 over 3 years in operating funding
 - Montgomery County must provide remaining \$700,000 in capital and operating matching funds
- Size:
 - 20 bikesharing docking stations
 - 200 bikes
- Status:
 - Awaiting final FTA approval and grant documents
 - Initial planning underway with implementation during calendar 2012
- Additional components:
 - Bike education and safety training – Montgomery College
 - Helmets for JARC participants – In cooperation with local bike retailer
 - Multiple partners supporting the program, including WMATA, Montgomery College, Universities at Shady Grove, Johns Hopkins, Montgomery Works, City of Gaithersburg, Gaithersburg-Germantown Chamber of Commerce, and Montgomery County Chamber of Commerce

**MDOT – County Request for State of Maryland Support of Bikesharing
(At meeting of 8/22/11 with reps of Governor's Office and MDOT)**

- Annual funding stream for bikesharing, to include both capital and operating
 - MDOT planning for state grant program using Federal CMAQ program funds (Congestion Management Air Quality funds through Federal DOT & EPA).
 - MDOT program probably will be limited to capital funding and require a 20% match from local jurisdictions. MDOT indicated rollout planned for this fall.

State Legislature – Potential Role re Bond Funding

- Bond funding: Senator Brian Frosh has indicated he is considering introduction of a bill to provide bond funding for bikesharing capital costs in the State
- Tax credits: Legislature could also consider tax credits for businesses supporting bikesharing costs

Examples of County Options to Promote Private Sector Support

Incentivize provision of bikesharing stations + operating costs (for some specified period of time)

For future development:

- Density bonuses and/or amenity credits in CR Zone
- Density bonuses or other benefits in other zones in CBDs/TMDs/Other activity centers
- Allow substitution by developments for parking space requirements or payments to PLDs
- Incorporate into Traffic Mitigation Agreements (set aside site for station only?)

For existing and future development

- Tax credits
- Sponsorship/advertising rights

*

Regional Bike Sharing

- 1,600 bicycles at 160 bike stations in core urban areas of DC, Alexandria, Arlington, Silver Spring and Bethesda.
- \$10 million (76% of \$13.2 million total cost)

With the success of the District's pilot bike-sharing and other urban core jurisdictions interested in providing a similar service, the time is right for a regional bike-sharing service. This component would provide a single bike sharing system for the region's urban core. Bike-sharing can effectively extend the reach of public transit, and is a low-cost and healthy manner of improving mobility and accessibility.

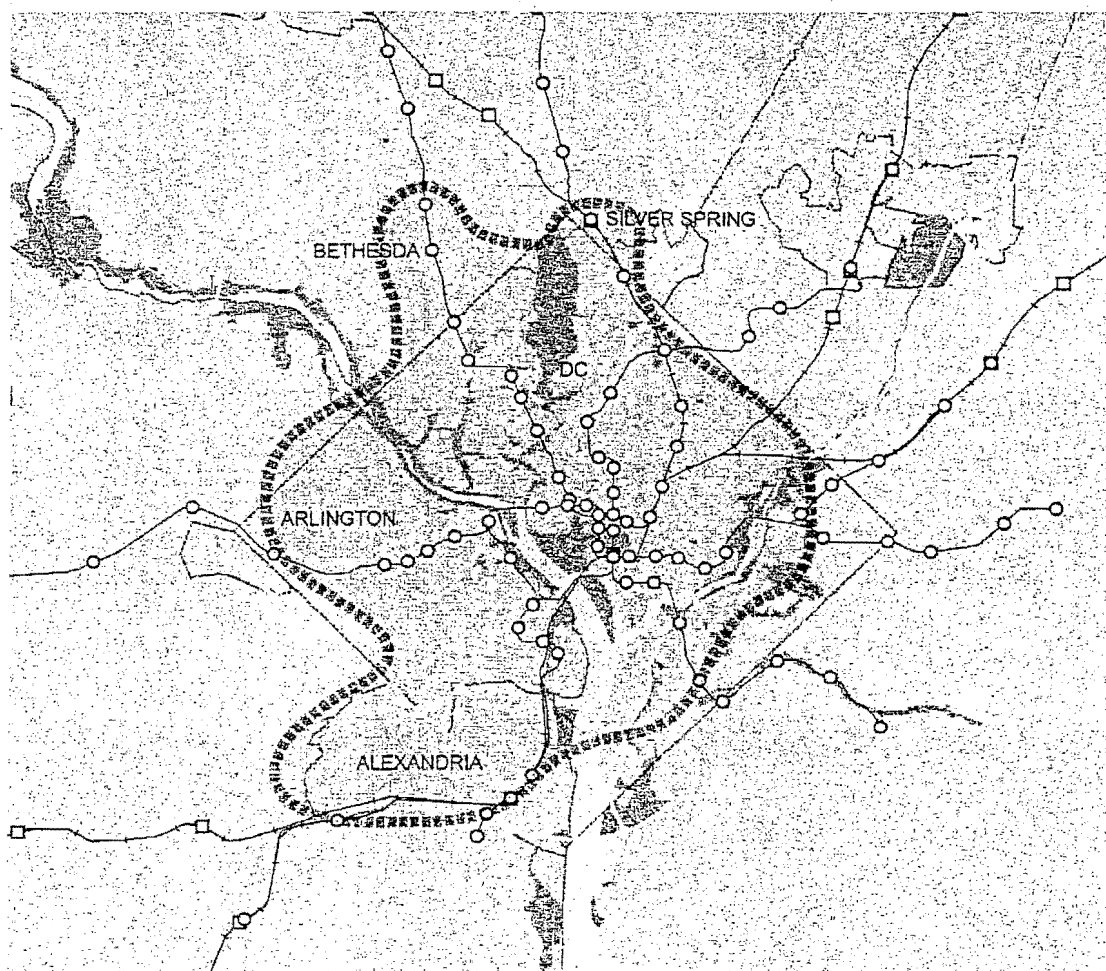
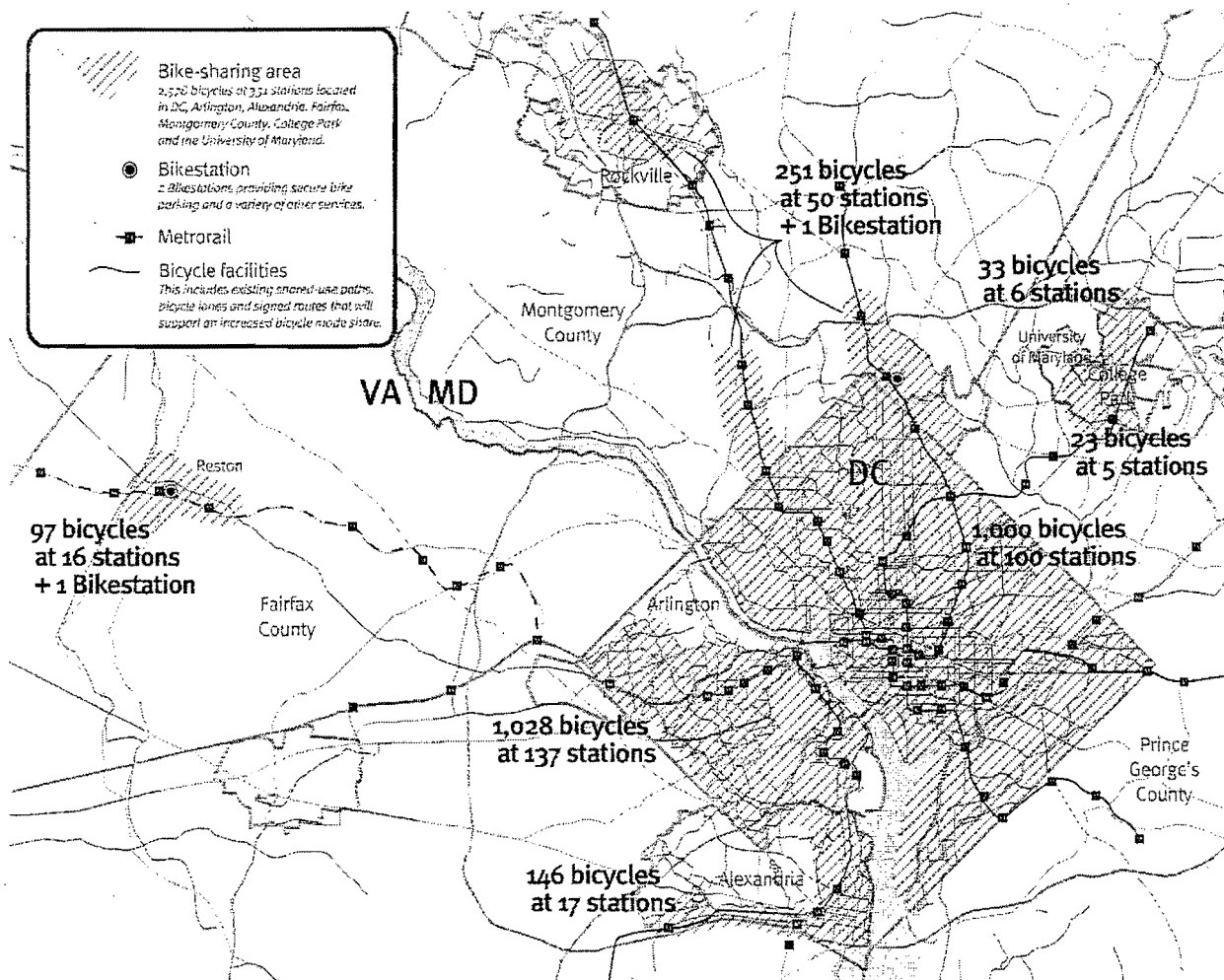


Figure 1: The Proposed Regional Bike-sharing System



1. New cycle track on New Hampshire Avenue at the intersection of 16th St NW and U St NW in DC.
2. U.S. DOT Secretary Ray LaHood tests out a Bixi bicycle for DC's new bike-sharing program.
3. Inside view of the full service Bikestation at Union Station in Washington DC.

National Capital Region Transportation Planning Board

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MEMORANDUM

TO: TPB Technical Committee

FROM: Monica Bansal
Department of Transportation Planning

SUBJECT: TIGER II Debrief from USDOT Staff

DATE: January 7, 2011

In the December 2010 TPB meeting materials was enclosed a letter from Arthur Holmes, Jr., Director of the Montgomery County Department of Transportation, requesting that TPB staff schedule a debriefing with the U.S. Department of Transportation on the TIGER II regional bikesharing application, which was not selected for funding. The specific intent for the request was to determine if USDOT would be receptive to another regional bikesharing application. In accordance with Mr. Holmes' request, TPB staff scheduled a debriefing with USDOT on January 5, 2011. This memo provides a summary of this debriefing.

In August 2010, TPB staff submitted an application for a TIGER II competitive grant from the U.S. DOT Office of the Secretary for \$12.1 million for the regional expansion of bikesharing in six jurisdictions. In the debriefing, Robert Mariner from USDOT stated that the TPB TIGER II application was very well received by USDOT reviewers. Around 1,000 applications requesting a total of \$20 billion were submitted. Nearly 350 projects were highly recommended, and 128 of these were advanced by USDOT reviewers. TPB's regional bikesharing project was among these 128 projects that were recommended and advanced by USDOT reviewers. Of these 128 projects, only 42 capital projects were funded.

Mr. Mariner also indicated that although the TPB application was highly recommended and advanced for funding, it was not funded due to other factors not pertaining to the strength of the application or the support of USDOT for the concept of bikesharing. TIGER II applications were held to strict geographic and modal equity constraints. Projects had to be spread around the country, taking TIGER I awards into account. Projects also had to achieve a balance across all modes of transportation. Lastly, the amount of funding available for urban projects was limited. TIGER II funding was divided into two pots, one for urban projects and one for rural projects. Of the \$600 million total TIGER II pot, only \$425 million was available for urban projects. Ultimately, there was not enough funding and final project selection was severely limited by geographic/political constraints.

The debriefing validated the strength of the bikesharing concept and application and provided encouragement for further attempts to secure TIGER funding for this project. It was also stated that between TIGER I and TIGER II all fifty states and the District have received TIGER funding, potentially reducing geographic equity pressure for a possible TIGER III.

Project Description

Please describe the transportation program or service for which you are applying for funding, including any vehicles to be purchased or services to be provided.

Montgomery County is seeking funding under the Job Access Reverse Commute (JARC) program to establish a bikesharing program in the Rockville/Shady Grove area to facilitate linkages among transit, jobs and job training in these areas for low-income residents. This would be a pilot program to test bikesharing outside a central city setting, in suburban activity centers, and to test its use as a transportation linkage system for low-income residents and employees. If successful the program would have broad application in similar settings and with similar populations throughout the metropolitan area.

Bikesharing is short term bicycle rental available at automated stations. Capital Bikeshare is an existing bikeshare vendor providing service in the District of Columbia and Arlington, Virginia under a contract with a "COG rider" enabling other jurisdictions to participate. Capital Bikeshare would provide equipment and services to operate the proposed system similar to those in place in these other locations in the region, enabling participants to access bikes within the Rockville/Shady Grove area and throughout the metropolitan area wherever other bikeshare installations exist. As the system expands throughout the region, users will have an increasingly broad range of bicycle access, which in combination with transit system connections can provide time-efficient, low-cost, environmentally-friendly transportation. The project proposed for the Rockville/Shady Grove area can help realize that objective.

Bikesharing users pay a yearly membership fee currently set at \$75. Usage is free for the first half hour, after which an hourly charge for bike use applies. Bikes may be rented from one location and left at another, allowing for one-way trips. Many trips are within the half-hour free window. The JARC funding will permit low-income residents to access bikesharing at no annual membership fee and with no user fees.

The grant for the Rockville/Shady Grove bikesharing system would provide solar-powered bikesharing docking stations and the specially-equipped bikes that are part of that system. Bikesharing docking stations would be located at key activity nodes throughout the target area. Locations would include: Rockville and Shady Grove Metro stations; Rockville Town Center; other employment centers along MD355/Rockville Pike, in the City of Rockville, and in the Shady Grove area; and at the three college campuses in this area: Montgomery College-Rockville, The Universities at Shady Grove, and Johns Hopkins University-Montgomery Campus. The existence of bike sharing in this area would provide low-cost linkages among these two Metro stations, other bus transit stops, and the wealth of educational, job training, and employment opportunities for low-income individuals available in this area. A system of bike trails and shared-use paths in this area (see attached maps) will make bicycle connections between transit and major activity nodes safer and more appealing. The target area is well served by Metrorail, Metrobus, and Ride On services with all buses equipped with bicycle racks. It also includes the Greater Shady Grove Transportation Management District (TMD) which provides outreach and assistance to employers and employees to increase use of non-auto commuting modes, and can help promote the program to businesses and employees.

Capital costs to be paid using the grant cover the components of the bikesharing system – 20 individual bike sharing stations and 200 bicycles. Operational costs include maintenance and administration of the system. There are some associated capital costs that might need to be paid from other sources – e.g., streetscape improvements or bike path links to connect bikesharing station locations. These would be paid by Montgomery County, City of Rockville, and their partners. Associated operational costs of the bikeshare system include maintenance of bicycles, station infrastructure, redistribution of bikes, and insurance costs, all of which are accounted for in the annual operating charges from Capital Bikeshare.

The project will provide bicycle access to job-related training and employment for low-income individuals, including ready connections between transit and job and/or training sites, and assistance in becoming a regular, safe bicycle commuter. Bicycle safety classes, provision of safety equipment, commuting workshops, and personalized assistance with routing are all components of the application intended to promote use of bicycles by the participants to provide links to transit, jobs and training. A portion of the operating costs will be used for annual bikesharing memberships and usage charges for low-income individuals.

Describe how this project serves an unmet need of the targeted population the project is for (low-income and/or persons with disabilities).

Bike sharing can effectively address the needs of low-income individuals for better transportation connections among home, work, and job training/education in an efficient and cost-effective manner. Oftentimes this target low-income population has difficulty with transportation to work sites. Travel often involves several mode changes and can require multiple connections, often with significant loss of time. Commuting to multiple locations in order to hold more than one job (full- or part-time) is common. Some simultaneously try to participate in job training/educational programs to increase their skill level in the hopes of getting a better-paying job. Connections between transit and ultimate destination are often problematic, given the hours or direction of travel. By providing low-cost, highly efficient, and readily available (with no waiting time) transportation linkages among residential, employment, and training/educational sites, and linking those with various forms of transit (including Metrorail, Metrobus, and Ride On), the proposed bikesharing program will improve the employment, job training, and educational opportunities for these low-income individuals.

Montgomery College-Rockville will provide bicycle use and safety training classes for all low-income participants. Most of the participants will not have had such training. Some may not even know how to ride a bike. All should benefit from the standpoint of learning correct bicycling techniques, safe ways to use bikes for commuting and other transport purposes, and basic breakdown/repair skills. Under the grant program, participants will also be provided with safe bicycling equipment such as helmets and reflective clothing. Barriers to greater bicycle use by low-income persons include the lack of bicycle riding training, access to a safe bicycle and knowledge about safe bicycle routes. The JARC grant will address these and other barriers to provide needed mobility to job training and jobs. A private sector partner will also conduct workshops on bicycle safety, and will provide personalized assistance and guided rides to ensure comfort levels.

Low-income individuals participating in this project will receive a one-year membership in the bikesharing system and coverage for a certain amount of user fees, plus a bike helmet. These aspects of the program will serve unmet needs in that participants will have the security of knowing they have this form of transportation available to them at all times at no cost, both within the Rockville/Shady Grove area and in other areas of the region where bikesharing is in place. For many low-income people, the lack of credit – and a credit card – coupled with the up-front cost of membership would be a barrier to use of bikesharing. For others lack of awareness of safety and the importance of helmets and other safety equipment and procedures either prevents them from using bicycles as a mode of transport or adversely impacts their safety in doing so. For still others a lack of information about safe bike routes to reach their destination, or simply the lack of familiarity with biking is a barrier. The proposed project will eliminate those barriers and promote these connections while at the same time supporting efforts to increase use of non-auto modes of transportation.

Participants will be able to readily access multiple employment and training sites throughout the Rockville and Shady Grove areas, as well as having access to three educational institutions and countless convenience retail and recreational facilities. By virtue of linkages with transit, participants will also have access to many more job opportunities throughout the region. For many low-income individuals this linkage and mobility can make the difference between being able to take a job at a location not well-served by transit and not having that option, thus enlarging the universe of jobs available to them. It will also provide more flexibility to attend job training and educational classes at any of the three educational institutions in the Rockville/Shady Grove area, all of which will be served by the bike sharing system. Finally, the availability of bikes will enhance their ability to use time efficiently as they balance competing demands, facilitating access to the full range of options in the area.

By working with employers in this area, the Greater Shady Grove TMD staff will be able to promote provision of transit benefits for lower income employees participating in the program. Many employees and their employers are unaware of how these benefits work, how little they cost the employer, and how significant they can be to employees. To the extent employers adopt these benefit programs, low-income employees would be able to commute to their jobs using transit combined with bikesharing at very low cost.

Describe the lasting impacts of this project on the people it serves.

- The project will assist in connecting low-income individuals to jobs in the immediate Rockville/Shady Grove area, and to a wider range of employment opportunities throughout the region, thus enabling them to increase their income and improve their economic status.
- The project will enable low-income individuals to access education and training resources in the Rockville/Shady Grove area, including Montgomery College, The Universities at Shady Grove, and Johns Hopkins University's Montgomery County Campus, thus building their skills and opening up new work and career opportunities over the long term.
- The project will enable and empower participants to ride bikes frequently, with potentially significant positive health impacts over the long-term. As participants become more comfortable with using bikes they may also seek additional exercise opportunities and make lifestyle changes, which will likewise provide long-term benefits.
- The project will enhance understanding of safe cycling techniques and of the importance of proper safety equipment, thus potentially saving lives.
- This project will be a first step toward creating a generation of "suburban bicycle commuters" who are ready, willing, and able to ride a bike to access their destinations or to connect the "first-mile/last-mile" of longer trips via transit. This will have lasting impacts on the way these commuters access worksites, other facilities, and transit, and could ultimately lead to significant reductions in road congestion for the entire community.

Revised JARC Bikes sharing Grant Budget - As Submitted to TPB/FTA July 2011									
	JARC Grant Budget			Local - Sources			Montgomery County Expenditures		
	Total	Federal	Local	Montgomery County	City of Rockville	Other	By Fiscal Year		
							FY12	FY13	FY14
Capital	1,188,000	758,000	430,000	430,000			215,000	215,000	0
Operating	1,106,000	525,000	581,000	123,000	300,000	158,000	41,000	41,000	41,000
Total Project	2,294,000	1,283,000	1,011,000	553,000	300,000	158,000	256,000	256,000	41,000
* Other Local Funding:									
\$8,000	In-Kind	Montgomery College Workforce Development Bike Safety Training Classes							
\$150,000	Membership & User Fee Revenue from Bikes sharing System								

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Bike Share Grant Program

The purpose of this effort is to create a grant program with local jurisdictions to assist with the establishment or expansion of bike share programs.

Goals of the Program:

- Improve air quality and community health by promoting the use of bicycle as a mode of transportation;
- Promote access to transit stations; and
- Promote non-car trips during the day.

Key Elements of the Program:

- The program is intended to foster transportation options – not provide a bike rental service. This enables jurisdictions in which biking is supported by a network of trails/bike lanes/shouldered roadways/etc to provide those options.
- The program would start in jurisdictions that are members of the Metropolitan Washington Council of Governments (MWCOC) as they are eligible to piggy back on the existing contract and Capital Bike share network or jurisdictions outside of MWCOC in which locals have contracts in place. We expect that the program would later be expanded to include other jurisdictions.
- The intent is to complement existing bike share funding programs and does not compete with or otherwise supersede them.

MDOT's Role:

- Provide grant funding for feasibility studies to establish system parameters;
- Provide a one-time start-up grant to establish or expand a program; and/or
- Provide procurement technical assistance.

Role of Local Jurisdictions:

- Apply to MDOT for funding assistance for a feasibility study or implementation costs.
- Contract with a vendor to purchase and install stations/bikes, operate the bike share program, or conduct a feasibility study.
- A jurisdictions that applies for implementation funding for capital expenditures or operating costs must be ready to implement during the current funding cycle (i.e., summer 2012 for the first phase).

Requirements of the program related to the use of funds:

- State match will be through federal CMAQ funding, so projects must be CMAQ eligible and follow all federal rules and regulations for eligibility.
- A local match of 20% must be provided to match the 80% federal funding.
- Each jurisdiction will be responsible for providing adequate information required for federal approval upon selection as a grantee.
- Each jurisdiction will be responsible for providing annual data and program information necessary to fulfill federal reporting requirements.
- All eligible funding will be provided through reimbursement payments.

- Because funds are reimbursable, grantee jurisdictions must provide upfront payment to contractors/vendors and will be reimbursed once all documentation and requirements are met.

Application process:

- MDOT is in the process of developing an application package.
- Local jurisdictions will submit an application package to MDOT that specifies either feasibility funding or implementation funding (capital and/or operating).
- The application for funding for a feasibility study must contain:
 - Goals and objectives for the local bike share program.
 - Demonstrated commitment for a 20% match.
 - Detail of the steps that have been taken to assess the proposed service area, likelihood of success, and the estimated size and scope of program.
 - Factors MDOT will consider include: proximity to transit, demographic characteristics of community, bike-compatibility of current transportation network in the proposed service area.
 - Geographic map of proposed service area.
- An implementation package needs to contain a description of:
 - Demonstrated commitment for at least a 20% match.
 - Geographic map of station location with necessary supporting documentation.
 - What outreach to the community and property owners has been done to get "buy-in" on each location.
 - Explanations of why the station locations make sense in relation to the goals of the program (e.g. connectivity to transit centers, bike routes, dense communities and/or job markets, etc.)
 - Projected ridership and associated air quality benefits.
 - Ownership/lease arrangements for each station.



MONTGOMERY COUNTY COUNCIL
ROCKVILLE, MARYLAND

ROGER BERLINER
COUNCIL VICE PRESIDENT

CHAIR, TRANSPORTATION, INFRASTRUCTURE,
ENERGY AND ENVIRONMENT COMMITTEE

August 25, 2011

Mr. Isiah Leggett
County Executive
101 Monroe Street
Rockville, MD 20850

Dear County Executive ^{ike} Leggett,

I am writing to request your support to expand our County's commitment to a robust bikeshare program, including, but not limited to, the Bethesda metro stations.

You may be aware of the growing interest in establishing a bikeshare program in the Bethesda area of our County. The District of Columbia and Arlington launched their bikeshare programs one year ago to great fanfare, and they have experienced tremendous growth in participation since their start in September 2010. Indeed, just last month the District's Department of Transportation announced the addition of 32 new stations, and Arlington added four new stations this past April.

I was pleased to learn that our County, in partnership with the City of Rockville, secured a grant from the National Transportation Planning Board to establish a bikesharing pilot in Rockville and Gaithersburg to provide linkages to home and employment sites for low-income residents. This is a positive development and your staff is to be commended for their hard work in securing this grant.

However, I believe you would agree that Montgomery County can – and should – do more to provide bikesharing to our residents. I am grateful that your staff at the Montgomery County Department of Transportation pursued funding to bring a bikeshare system to our county through federal TIGER grants. However, the fact remains that Montgomery County is currently missing out on the opportunity to participate in this important effort to relieve congestion by cutting down on vehicle trips, reduce carbon emissions, and provide another option for our residents to get to work or run errands, or, just as important, to exercise.

I believe the Bethesda area is particularly well-situated for expanding our bikesharing system. With its high metro ridership¹, proximity to existing bikeshare stations, and already congested roads, I believe conditions are such that a network of stations would serve our constituents there quite well. In fact, I am aware that the Western Montgomery County Citizens Advisory Board recently expressed their interest in bikeshare in a letter to you dated August 8. I have also spoken with members of the Bethesda business community, the Bethesda Urban Partnership, and the Director of the Bethesda-Chevy Chase Regional Services Center and all agree that Bethesda would benefit tremendously from bikeshare. In addition, I know you are aware that the Base Realignment and Closure (BRAC) taking place at the National Naval Medical Center is expected to generate 500,000 new trips to the area. A bikeshare network could provide additional mode share towards mitigating the traffic impacts related to BRAC. Moreover, I believe you share my enthusiasm for the potential of the White Flint area as the recently passed White Flint Sector Plan is implemented. A bikeshare station there could be the missing link

¹ Ridership at the Red Line metro stations in this area – Friendship Heights, Bethesda, and Medical Center – has grown by 71%, 114%, and 94%, respectively, since their openings. Ridership has grown faster at these stations than nearly any of the other metro stations in Montgomery County.

<http://www.wmata.com/pdfs/planning/FINAL%20Transit%20Ridership%20and%20Market%20Trends%20Report.pdf>

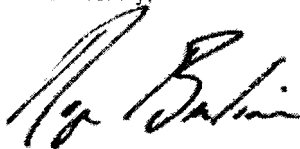
between the Bethesda-area network and the stations already going in in Rockville, and fits well with the transit-oriented nature of the redevelopment taking place in White Flint.

As I said, I am aware that DOT staff has previously applied for funding grants that could bring a bikeshare system to the County, and that they recently traveled to Annapolis to discuss Montgomery County's outlook for securing a bikeshare program with state officials and members of the Bethesda community. I am grateful for these efforts. But I believe the time is now to infuse a renewed sense of urgency into our pursuit of a bikeshare system that expands on our successful efforts in securing the pilot program in Rockville and Gaithersburg. You may be aware that Senator Brian Frosh, who represents Bethesda in the Maryland General Assembly, has already expressed his strong support in securing state bond bill funding for such an endeavor. Combined with the growing enthusiasm in the Bethesda community, Senator Frosh's commitment to assist with funding creates a more optimistic outlook for making bikesharing a reality in Montgomery County.

As Chair of the Council's Transportation, Infrastructure, Energy, and Environment (T&E) Committee, I have scheduled a discussion of bikesharing later this fall. In the meantime, I would like to meet with the appropriate members of your staff to discuss strategies for funding and implementing a bikeshare program. These strategies could include, but of course are not limited to, a County match of possible state bond bill funding and/or collaborations with the private sector in some sort of sponsorship model. My hope is that following this meeting or meetings, we will have formulated an executable plan that establishes bikeshare in the Bethesda area in the very near future.

Thank you for your continued interest in this exciting opportunity to serve our residents.

Sincerely,



Roger Berliner
Chair, T&E Committee
District 1

CC: Senator Brian Frosh
Valerie Ervin, County Council President
Nancy Floreen, Member, Council T&E Committee
Hans Reimer, Member, Council T&E Committee
Art Holmes, Director, Montgomery County Department of Transportation
Al Roshdieh, Deputy Director, Montgomery County Department of Transportation
Sandra Brecher, Chief, Commuter Services, Montgomery County Department of Transportation
Ken Hartman, Director, Bethesda-Chevy Chase Regional Services Center
David Dabney, Director, Bethesda Urban Partnership
Phil Alperson, Montgomery County BRAC Coordinator
Jeff Hearle, Chair, Western Montgomery County Citizens Advisory Board
Ginanne Italiano, Chair, Bethesda-Chevy Chase Chamber of Commerce
Rollin Stanley, Director, Montgomery County Planning Department
Françoise Carrier, Chair, Montgomery County Planning Board
Glenn Oriin, Deputy Staff Director, County Council



OFFICE OF THE COUNTY EXECUTIVE
ROCKVILLE, MARYLAND 20850

Isiah Leggett
County Executive

September 16, 2011

TO: Roger Berliner, Vice President
Montgomery County Council

FROM: Isiah Leggett, County Executive

SUBJECT: Bikeshare program

**Original signed by
Isiah Leggett**

Thank you for your letter dated August 25, 2011, regarding your interest in seeing bikesharing expanded in Montgomery County. We agree that bikesharing is a key component of our efforts to increase availability of non-auto alternatives to reduce traffic congestion and improve air quality. To date, we have pursued every opportunity to expand bikesharing in the County and welcome your support as we continue to do so.

As you note in your letter, our Department of Transportation (MCDOT) has been very proactive in seeking funding to enable expansion of bikesharing throughout the County. Several grant applications have been submitted for that purpose, including two which would have provided bikesharing throughout the downcounty along both legs of Metro's Red Line, including Friendship Heights, Bethesda, and the Medical Center along the west leg, and Takoma Park, Silver Spring, and Forest Glen along the east leg. Unfortunately, those grant applications were not funded, but providing bikesharing in that area remains a high priority of MCDOT, and they have continued to work toward that goal.

Recently MCDOT was successful in obtaining a federal grant piloting bikesharing to link low income and reverse commuters with jobs in the Rockville and Shady Grove areas. Use of the bikesharing system in those areas will not be limited to grant-eligible participants, however. All residents and employees traveling in that area will be able to use bikesharing as a link between transit and jobs. The system will connect those two Metro stations with worksites and activity centers, and will support the County's vision for the Great Seneca Science Corridor, including the Life Sciences Center. Residents from other parts of the County traveling for work or other purposes to the Rockville/Shady Grove area, including residents of Bethesda, will directly benefit from the improved access afforded by this bikesharing program.

The most significant barrier to greater expansion of bikesharing in the County is the financial commitment it entails. Each bikesharing station requires approximately \$50,000 in capital funding and about \$25,000 annually in operating expenses. While some of the operating expenses can be offset by memberships and user fees, projections indicate it will take several

Roger Berliner
September 16, 2011
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years to reach the point where revenues substantially off-set expenses, and it is possible other sources such as sponsorships and advertising fees will be needed to achieve the required revenue stream. Given the County's current fiscal situation, our approach has been to seek outside funding sources in the form of grants and/or private sector support, leveraging limited fiscal resources to provide bikesharing in the most cost-effective manner possible.

With that in mind, members of the MCDOT staff recently met with the Maryland Department of Transportation (MDOT) and staff from the Governor's office to represent the County in a discussion of options for state funding of bikesharing. Also attending that meeting were Senator Brian Frosh, representatives of the City of Takoma Park and the Bethesda community, and representatives of other jurisdictions in the state. MDOT indicated they are working on a grant program to provide for state allocation of federal funds to assist local jurisdictions with bikesharing, details of which should be forthcoming this fall. I also am aware that Senator Frosh has expressed his interest in supporting a bond bill in the General Assembly to help fund local efforts.

To capitalize on any of these potential programs, funds from local sources will be essential, both to match capital grants (probably requiring a 20 percent match) and for operating subsidies. We welcome the opportunity to meet with you to discuss alternative strategies to bridge that funding gap so that bikesharing can be provided throughout the downcounty area. Staff from the MCDOT Director's Office will be in touch with you soon to arrange such a meeting for that purpose.

Thank you for your support of the County's efforts to expand transportation alternatives through bikesharing.

IL:kmm

cc: Senator Brian Frosh

Valerie Ervin, County Council President

Nancy Floreen, Member, Council T&E Committee

Hans Riemer, Member, Council T&E Committee

Arthur Holmes, Jr. Director, Montgomery County Department of Transportation

Al Roshdieh, Deputy Director, Montgomery County Department of Transportation

Sandra Brecher, Chief, Commuter Services, Montgomery County Department of Transportation

Ken Hartman, Director, Bethesda-Chevy Chase Regional Services Center

David Dabney, Director, Bethesda Urban Partnership

Phil Alperson, Montgomery County BRAC Coordinator

Jeff Hearle, Chair, Western Montgomery County Citizens Advisory Board

Ginanne Italiano, Chair, Bethesda-Chevy Chase Chamber of Commerce

Rollin Stanley, Director, Montgomery County Planning Department

Françoise Carrier, Chair, Montgomery County Planning Board

Glenn Orlin, Deputy Staff Director, County Council



MONTGOMERY COUNTY COUNCIL
ROCKVILLE, MARYLAND

ROGER BERLINER
COUNCIL VICE PRESIDENT

CHAIR, TRANSPORTATION, INFRASTRUCTURE,
ENERGY AND ENVIRONMENT COMMITTEE

October 5, 2011

MEMORANDUM

TO: Art Holmes, Director
Department of Transportation

FROM: Councilmember Roger Berliner, Chair
Transportation, Infrastructure, Energy, and Environment Committee

RE: Bikeshare Funding

Thank you for taking the time to meet with me on Monday. As you prepare for our T&E Committee meeting, I wanted to share with you in more detail a variety of means by which our County could move forward more aggressively in pursuing a bikeshare program in Bethesda and beyond. I look forward to your thoughts on these approaches during our Committee meeting.

State Funds

Bond funding: Senator Brian Frosh, who has assumed a strong leadership role at the state level on bikeshare, has expressed interest in securing bond funding for stations in Bethesda. I believe this has the potential to represent a significant portion of the initial cost to install bikeshare.

Transportation Enhancement Program (TEP): The state has been supportive of our County's recent requests for TEP dollars to fund priority transportation projects. I hope the T&E Committee will have the benefit of your assessment as to the likelihood of these funds being secured in order to be applied toward overall funding for bikeshare.

Congestion Mitigation and Air Quality (CMAQ) Program: As you know, the state of Maryland receives CMAQ funds from the Federal Highway Administration to provide funding for projects that reduce transportation-related emissions. The District of Columbia has applied its share of federal CMAQ funds almost exclusively to its bikeshare program. While I realize our County does not have the unfettered access to CMAQ funds enjoyed by DC, I do hope that the T&E Committee will have the benefit of your assessment as to the likelihood of these funds being secured in order to be applied toward overall funding for bikeshare.

Parking Lot District (PLD) Funds

Chapter 60-16 of the County Code provides that the County Council may transfer PLD funds in order to, among other objectives, "fund activities of the Department of Transportation to implement transportation system management" and, where a PLD is operating independent of a TMD, "promote,

develop, and implement transit and ridesharing incentive programs.” It seems almost as if this language was crafted with bikeshare in mind.

You and I have had extensive conversations regarding the solvency of the Bethesda PLD. It is an ongoing concern we share. With that said, I would encourage you to take a “cents on every dollar” approach to examining if a few cents from every dollar of PLD revenue could be applied as a portion of the overall funding of bikeshare. I believe as our constituents – and our Bethesda business community – experience a steady increase in parking rates, use of PLD revenue for this purpose would yield tangible results that could make increased rates and fees more tolerable.

Private Interest

The Crystal City BID has successfully launched a sponsorship model to leverage private interest in bikeshare. The District of Columbia is exploring this option as well as a means of continuing to grow its program. While it would not be prudent to overestimate the proportion of funding that could be assumed by the private sector, I believe it is safe to rely on some private funding – at the very least, perhaps in a second “phase” of station installation, once the program has demonstrated success.

These strategies are by no means an exhaustive list, of course. I do, however, believe that an approach that pursues funding from a wide variety of sources would serve us well.

Again, I thank you for your support of bikeshare and for your commitment to serving our constituents in this way. Despite the challenges associated with pursuing this endeavor, I continue to be optimistic that we can make the pieces fit into place. I look forward to our meeting on October 17.



WESTERN MONTGOMERY COUNTY CITIZENS ADVISORY BOARD

*Serving the areas of Bethesda, Cabin John, Chevy Chase, Friendship Heights
Garrett Park, Glen Echo, North Bethesda, Potomac, Rockville and White Flint*

October 12, 2011

The Honorable Isiah Leggett, County Executive
The Honorable Roger Berliner, Vice President, County Council

Dear Mr. Leggett and Mr. Berliner:

The Western Montgomery County Citizens Advisory Board (the "CAB") wants to relay the high level of support that exists in our community for implementing BikeShare in Western Montgomery County, particularly in the Bethesda area. The CAB strongly recommends the County create a local BikeShare network in coordination with the State, private partners, other regional partners (such as DDOT and Arlington County that already have the highly successful Capital BikeShare program).

The Transportation/Land Use Committee of the CAB discussed the concept in detail at its meeting on October 10th, a meeting that was attended by nearly 30 members of our community who live and work in the Western Montgomery County area. All who attended this meeting supported the concept of BikeShare in our area. Subsequent to that meeting, the full CAB was polled and endorses these views.

The CAB believes BikeShare is a cost-effective element of an effective transportation system that provides alternatives to single occupancy commute trips. A network of BikeShare stations in the Bethesda area offers the opportunity to connect residents, visitors, and employees in our community to jobs, housing, shopping and dining, and entertainment. The housing, employment, and retail centers of Bethesda, Chevy Chase, Westbard, Friendship Heights, and Medical Center, are easily within a 30-minute bike ride of each other and connected by a system of bike lanes and trails.

Not only would a local BikeShare network build upon the significant investments in dedicated bike lanes and bike accessible trails in the area, it could also connect to other nearby communities. White Flint, Silver Spring, and the District are easily reachable via the Capital Crescent Trail, Georgetown Branch, Rock Creek, and the North Bethesda Trolley Trail - providing an even greater return on the taxpayers' money.

Bethesda-Chevy Chase Regional Services Center

4805 Edgemoor Lane * Bethesda, Maryland 20814-5305 * 240-777-8200 TTY 240-777-8212, FAX 240-777-8211

The Honorable Isiah Leggett
The Honorable Roger Berliner
October 12, 2011
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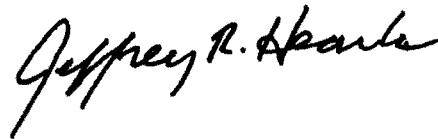
BikeShare will also better leverage our existing transit investment in Bethesda and Friendship Heights. This could result in long-lasting cost decreases to the County for roadway improvements, congestion, parking, and environmental degradation. Further, BikeShare is an effective way to encourage our citizens to exercise, creating a healthier community.

The CAB encourages the County to establish a concrete plan for implementation, with a Bethesda area BikeShare network as an early priority. This plan should include coordination with State and Federal partners to identify sources of funding for installation as well as a funding proposal within the FY13 operating budget for operating costs. Further, we recommend that a financing plan be developed that draws from a variety of sources in a flexible manner to both sustain the program and allow it to grow over time. The plan should include a market analysis to prioritize the most effective locations for docking stations.

We understand that for the County to successfully implement BikeShare it will need incorporate flexibility into zoning and development standards to facilitate the ability of developers to include BikeShare in their projects. We encourage a dialogue with planners and the development community on how best to encourage private investment in BikeShare.

Thank you for your continuing attention to improving transportation and mobility options for Montgomery County residents. The CAB stands ready to assist in any way, including helping compile a list of possible locations for BikeShare stations in our area and providing other research, as needed.

Sincerely,

A handwritten signature in black ink, reading "Jeffrey R. Hearle". The signature is written in a cursive, flowing style.

Jeffrey R. Hearle, Chair

cc: Montgomery County Councilmembers
Mr. Arthur Holmes, Director, Montgomery County Department of Transportation

Preliminary Siting Criteria for Bikeshare Station

(For use in preliminary identification of candidate sites)

1. Size: 8 ft X 40 ft (minimum) [this allows for a 6 ft wide dock plus 2 ft of clearance for bikes to be taken out of dock]
2. Visible location
3. Public access agreement (if on private property)
4. 4+ hours of direct sunlight daily
5. If on sidewalk, minimum pedestrian clearance of 5 ft required
6. Level, firm surface ideal – but can have gentle slope
7. Clear of manholes, Metro or utility grates, tree planting boxes
8. No obstruction created with bus stops, fire hydrants, ADA ramps
9. Can be placed on sidewalks, grassy areas, or in street
10. If in street, must be location that permits bicycle users to safely dock and undock bikes without conflict with traffic (e.g., breaks in traffic adequate to permit safe use of dock/ “quiet” street)
11. Location where lighting is adequate or can be made adequate for nighttime use
12. Preference given to high activity areas, including locations near higher density development (commercial or residential) and locations near significant attractions

Bikeshare Planning Basics

Costs of Bikesharing

- Capital cost: 19-dock, 10 bike station = \$56,000
- Annual operating cost for this size station = \$25,000/year (can be partially offset with revenues, but likely will require significant subsidy for at least 5 years)
- Various sizes of stations are available. However, discussions with Alta Bikeshare (vendor for Capital Bikeshare) indicate they have concerns about continued use of smaller stations from the standpoint of meeting balancing requirements.
- Additional elements required (each of which has cost implications)
 - Program staffing/management - \$100,000/year
 - Dedication of publicly-accessible station locations that meet siting criteria (parking spaces?)
 - Marketing and promotion
 - Safe routes for bike use
 - Training in bike safety
 - Helmets – program to help provide/encourage use

Future Planning for Montgomery County Bikesharing

- Funding Priorities:
 - JARC project funding – County is still pursuing sources for local matching funds
 - Forest Glen Passageway – County seeking capital matching funds and ongoing operating assistance (no operating funding available through TIGER III)
 - Development and funding of bikesharing system consistent with earlier planning under TIGER II
- Planning: Beyond current commitments, MCDOT wants to implement system similar to that proposed for TIGER II along the two legs of the Red Line:
 - Metrorail West Leg: Friendship Heights, Bethesda, & Medical Center
 - Metrorail East Leg: Takoma Park, Silver Spring, Montgomery Hills, & Forest Glen
 - Providing connections between the East and West Metrorail lines also desirable